

<b>Christmas Festivities</b>	<b>11th October 2016</b>
<b>(Council led Christmas switch on ceremonies across the Borough in November and December 2016)</b>	
<b>To: Leisure and Development Committee For Decision</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Prosperity, Health & Wellbeing & Cohesive Community
<b>Outcome</b>	
<b>Lead Officers</b>	Head of Tourism and Recreation Events Manager
<b>Cost: (If applicable)</b>	£16,000 to £41,750

**The Purpose of this report is to present proposals for Council led Christmas event activities across the Borough and outline options for Members consideration.**

## **Background**

This report outlines proposed event activity for Christmas that could be managed by Causeway Coast and Glens Borough Council throughout the towns, villages and hamlets of the area.

In October 2015 the Leisure and Development Committee of the Council decided to replicate the Christmas festivity provision from 2014 and as part of this include a contribution of £250 to smaller villages and hamlets from the Limavady area; BallyKelly, Burnfoot, Drumsurn, Feeney, Foreglen, Greysteel and Magilligan, as part of the legacy Limavady Borough Council arrangements.

In addition it was agreed that the opportunity to broaden the contribution should be explored, by which, smaller towns, villages and hamlets could avail of the funding previously afforded to the Limavady Council area.

The Northern Ireland Statistics and Research Agency has published a review of the statistical classification and definition of settlements in Northern Ireland. It outlined 7 classification bands that provide the definition of settlements by population over 1000. For the Causeway Coast & Glens Borough Council area these are listed in Annex A and this outlines categories for settlements greater than 1000 in population size. It should be noted that Council has at least 55 settlements throughout the Borough that are under 2,500 in population size.

The Tourism & Recreation Events Team in 2015 delivered a number of festive 'switch – on's' and associated events across the area. These took place in Ballymoney, Ballycastle, Limavady, Coleraine, Kilrea, Portstewart, Portrush, Garvagh and Dungiven, along with the £250 contribution to the villages and hamlets listed above. The cost of delivering this for 2015 was approximately £25,000.

With the formation of the new Council, there has been an increasing demand on the staffing and budget resources of the Council's Tourism and Recreation Events Team. In order to expand on the existing offering an assessment of resource requirements will need to be factored for. In addition to this the Events Team are endeavouring to meet an effective service with a broad appeal and a quality experience.

With this in mind, the officers would suggest that Council targets its' efforts on a number of quality events that are spatially located to allow for access to residents across the Council area within a maximum travelling distance from any one place to a Christmas event within 30 minutes.

### **Options for consideration for Christmas 2016 – Switch on/Festivities/Santa appearance.**

#### **Option 1**

The Tourism and Recreation Events team deliver a schedule of activities with a Santa appearance etc. and celebrations in the following towns:

- Ballycastle
- Ballymoney
- Coleraine
- Limavady

Accessible to all the population within 30 minutes drive by car.

The estimated cost for option 1 is £16,000.

#### **Option 2**

The Tourism and Recreation Events team deliver a schedule of activities with a Santa appearance etc. and celebrations in the following towns:

- Ballycastle
- Ballymoney
- Coleraine
- Limavady
- Portstewart
- Portrush

Each of these towns has a population in excess of 5000.

The estimated cost for option 2 is £24,000.

#### **Option 3**

The Tourism and Recreation Events team deliver a schedule of activities with a Santa appearance etc. and celebrations in the following towns:

- Ballycastle
- Ballymoney
- Coleraine
- Dungiven
- Limavady
- Portstewart

- Portrush

Each of these towns has a population in excess of 2500.

The estimated cost for option 3 is £28,000.

The extension of a switch on / festivities / Santa event to all settlements less than 2,500 in population is not feasible due to the limitations of capacity within the Council's Tourism & Recreation Event Team.

**Council is asked to consider the above options and determine the preference for switch on / festivities / Santa events as outlined in options either 1, 2 or 3.**

### **Options for Settlements with a population under 2,500**

The opportunity to broaden the Council's contribution has been explored and options presented to factor in settlements not captured within options 1-3. This would therefore include any settlement under a population of 2,500 of which there are at least 55 settlements.

In 2015, a £250 contribution was awarded to the settlements of BallyKelly, Burnfoot, Drumsurn, Feeney, Foreglen, Greysteel and Magilligan as part of a Limavady Borough Council legacy arrangement and the options below are based on the same contribution.

#### **Option A**

In this option, over and above the options of 1-3 for (Christmas switch on's above), it is not proposed to award any additional funding or support to any further settlements across the Borough.

This excludes the provision of trees and decorations already agreed by Council to listed settlements as detailed in Annex B.

#### **Option B**

Options 1 - 3 detail towns over 2,500 people that Council, depending on the decision, could avail of the "Christmas Switch On package".

Therefore, a community group / association representing a settlement that falls outside of options 1 – 3 could receive a financial contributions on application for Christmas festivities.

This would allow an application process for groups to apply for funding subject to agreed terms and conditions and capped at £250 per successful application.

The estimated cost for Option B if allocated to 55 settlements under 2,500 in population and therefore not catered for in options 1 - 3 is £13,750.

## Summary

Option	Option 1	Option 2	Option 3
	4 main Towns Population over 5000	6 towns Population over 5000	7 towns population over 2,500
Cost	£16,000	£24,000	£28,000

Option A	Option B	Option B	Option B
Council choice of 1 – 3 with no additions	If option 1 selected, 58 settlements receiving £250	If option 2 selected, 56 settlements receiving £250	If option 3 selected, 55 settlements receiving £250
Tbc after choice on option 1 - 3	£30,500	£38,000	£41,750

## Recommendation

The Leisure and Development committee are asked to consider the options presented and make a determination for the preferred level of activity for Christmas festivities across the Council's settlements in 2016.

### Switch on festivities/Santa Event

- Consider the options given and determine the preference for switch on/festivities/Santa events as outlined in options either 1, 2 or 3.

### Funding contribution of £250

- Consider options given and determine the preference for funding settlements that fall outside options 1-3. Therefore option A or B.

## Annex A

### NISRA Settlement Population

<b>Classification</b>	<b>Settlement Development Limit</b>	<b>2011 Census Population</b>
Band c – Large Town (population 18,000+ )	Coleraine	24,630
Band D –Medium Town (population 10,000- 17,999)	Limavady Ballymoney	12,047 10,393
Band E – Small Town (population 5,000- 9,999)	Portstewart Portrush Ballycastle	8,029 6,442 5,238
Band F – Intermediate Settlement (population 2,500 – 4,999)	Dungiven	3,286
Band G– Village (POPULATION 1,000 – 2,499)	Ballykelly Kilrea Greysteel Cloughmills Bushmills Castlerock Cushendall Garvagh Dunloy Rasharkin	2,103 1,679 1,454 1,309 1,292 1,287 1,276 1,274 1,215 1,114

## Annex B

### 62 Settlements

Aghadowey	Bushmills	Dunloy	Liscolman
Aghanloo	Castlerock	Feeny	Lisnagunoge
Armoy	Castleroe	Finvoy	Loughguile
Articlave	Cloughmills	Foreglen	Macosquin
Artikelly	Coleraine	Garvagh	Magilligan
Ballintoy	Corkey	Glack	Moneydig
Ballybogey	Cushendall	Glebeside	Mosside
Ballycastle	Cushendun	Glenariffe	Portballintrae
Ballykelly	Crindle	Gortnahey	Portrush
Ballymoney	Dernaflaw	Greysteel	Portstewart
Ballyvoy	Derrykeighan	Killyrammer	Rasharkin
Balnamore	Dervock	Kilrea	Rathlin island
Bellarena	Downhill	Knocknacarry	Ringsend
Bendooragh	Drumsum	Largy	Stranocum
Boleran	Dunaghy	Limavady	Waterfoot
Burnfoot	Dungiven		

## Annex C

### Christmas supplied to settlements across the Borough.

	Tree Supplied by Council	Decorative Lights
BALLYCASTLE TOWN CENTRE		COUNCIL
Cushendun	Yes	Community
Cushendall	Yes	Community
Mosside	Yes	Community
Armoy	Yes	Community
Ballintoy	Yes	Community
Bushmills	Yes	Community
Liscolman	Yes	Community
Ballyvoy	Yes	Community
Waterfoot	No	Community
Rathlin	Yes	Community
LIMAVADY TOWN CENTRE		COUNCIL
Dungiven	Yes	Council
Burnfoot	Yes	Council
Feeny	Yes	Council
Ballykelly	Yes	Council
Magilligan	Yes	Council
Drumsum	Yes	Council
Foreglen	Yes	Council
Greysteel	Yes	Council
BALLYMONEY TOWN CENTRE		COUNCIL
Ballybogey	Yes	Community
Derrykeighan	Yes	Community
Dervock	Yes	Community
Stranocum	Yes	Community
Loughguile	Yes	Community
Cloughmills	Yes	Community
Dunloy	Yes	Community
Rasharkin	Yes	Community
Bendooragh	Yes	Community
Balnamore	Yes	Community
Killyrammer	Yes	Community
Glebeside?	?	?
COLERAINE TOWN CENTRE		COUNCIL
Portrush	Yes	Council
Portstewart	Yes	Council
Garvagh	Yes	Council
Kilrea	Yes	Council
Castlerock	Yes	Council
Portballintrae	Yes	Council

**Total cost of trees and installation £27,500**